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PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the name of the Company from “REORIENT GROUP LIMITED 瑞東集團有限公司” to “Yunfeng Financial Group Limited 雲鋒金融集團有限公司”. The Proposed Change of Company Name is subject to the passing of a special resolution by the Shareholders at the EGM and the approval by the Registrar of Companies in Hong Kong.

A circular containing, among other things, details of the Proposed Change of Company Name and a notice of the EGM will be despatched to the Shareholders in due course.

The board of directors (the “**Board**”) of REORIENT GROUP LIMITED (the “**Company**”) proposes to change the name of the Company from “REORIENT GROUP LIMITED 瑞東集團有限公司” to “Yunfeng Financial Group Limited 雲鋒金融集團有限公司” (the “**Proposed Change of Company Name**”).

CONDITIONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name is subject to the following conditions:

1. the passing of a special resolution by the shareholders of the Company (the “**Shareholders**”) at the extraordinary general meeting of the Company (the “**EGM**”) approving the Proposed Change of Company Name; and
2. the Registrar of Companies in Hong Kong approving the new name of the Company and issuing a certificate of change of name.

Subject to the satisfaction of the above conditions, the Proposed Change of Company Name will take effect from the date on which the certificate of change of name is issued by the Registrar of Companies in Hong Kong.

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Company is an investment holding company and, through its subsidiaries, is principally engaged in the provision of financial services including securities trading, corporate finance services and consulting services. The Board considers that the Proposed Change of Company Name will provide the Company with a better identification and strengthen the Company's corporate image, which will benefit the Company's future business development. The Board considers that the Proposed Change of Company Name is in the best interests of the Company and the Shareholders as a whole.

EFFECT OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any of the rights of the Shareholders. Other than the change to the English stock short name and the Chinese stock short name to be announced by the Company following the Proposed Change of Company Name becoming effective, the trading arrangements for the shares of the Company on The Stock Exchange of Hong Kong Limited will not be affected. After the Proposed Change of Company Name becomes effective, any new issue of share certificates will be issued in the new name of the Company. All existing share certificates of the Company in issue bearing the existing name of the Company will, after the Proposed Change of Company Name becomes effective, continue to be valid evidence of title to the shares of the Company and will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangements for free exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company.

GENERAL

The EGM will be convened for the Shareholders to consider and, if thought fit, approve the Proposed Change of Company Name. A circular containing, among other things, details of the Proposed Change of Company Name and a notice of the EGM will be despatched to the Shareholders in due course.

The Company will make further announcement(s) to inform the Shareholders of the poll results of the EGM, the effective date of the Proposed Change of Company Name and the new stock short names, logo and website address of the Company as and when appropriate.

By Order of the Board
REORIENT GROUP LIMITED

Li Ting

Executive Director and Chief Executive Officer

Hong Kong, 21 September 2016

As at the date of this announcement, the Board comprises Mr. Yu Feng (who is Chairman and non-executive director), Ms. Li Ting and Mr. Huang Xin (who are executive directors), Mr. Ko Chun Shun, Johnson, Ms. Hai, Olivia Ou and Mr. Huang Youlong (who are non-executive directors), and Mr. Lin Lijun, Mr. Qi Daqing, Mr. Chu Chung Yue, Howard and Dr. Wong Yau Kar, David, BBS, JP (who are independent non-executive directors).